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10/642,902	08/19/2003	Daniel Mark Abraham		3195
LISA VELEZ P.O.BOX 29 SLIDELL, LA 70459			EXAMINER HENRY, RODNEY M	
			ART UNIT 4127	PAPER NUMBER
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**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

**Office Action Summary****Application No.**

10/642,902

**Applicant(s)**

ABRAHAM, DANIEL MARK

**Examiner**

Rodney M. Henry

**Art Unit**

4127

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 8/19/2003.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 3-22 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 3-22 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 8/19/2003 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO/CD/CD)  
Paper No(s)/Mail Date 6/10/2005

- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date: \_\_\_\_\_
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: \_\_\_\_\_

### **DETAILED ACTION**

1. The following is a non-final, first office action on the merits. The Examiner acknowledges receipt of the preliminary amendment dated June 10, 2005. Claims 1 and 2 have been cancelled, newly added claims 3-22 are currently pending and have been considered below.

### **Claim Rejections - 35 USC § 103**

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 3-6, 9,12-16, 18, 21, and 22 are rejected under 35 U.S.C. 103(a) as being unpatentable over Shedd et al. (2002/0194088), in view of De Lapa et al. (5,822,735).

**As per claim 3**, Shedd et al. discloses an electronic process which allows printable coupons to be provided online through a Website for fundraising by (See page 2, paragraph [0024], which discusses a school selling coupon books to raise funds, page 3, paragraph [0035] discusses server 112 executing web server software, and page 4, paragraph [0041] discusses a printer for printing the coupons books 320 (FIG. 3)) by a non-profit organization, a charity organization, or a school, the process comprising the steps of:

displaying to a Supporter, incentives for consumer goods of Sponsors identified for a selected Cause (See page3, paragraph [0038], which discusses the participant being able to view the coupons available in their region);

However, Sheddin et al. fails to explicitly disclose:

printing a coupon with a household ID number of a selected incentive, selected by said Supporter;

identifying the selected Cause via the household ID number associated said printed coupon; and

generating a revenue share shared with the selected Cause and the Website, after redemption of said printed coupon wherein that portion of the revenue share generated for the selected Cause is fundraising revenue.

De Lapa et al. teaches focused coupon system having means for printing a coupon with a household ID number of a selected incentive (See column 3, lines 41-43, which discusses coupons are printed bearing a machine readable code including a coupon identification number and a user number).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify Sheddin et al. to print a coupon with a household ID number of a selected incentive as taught by De Lapa et al. in order to reduce or track fraudulent usage of coupons.

De Lapa et al. further teaches focused coupon system having means for identifying the selected Cause via the household ID number associated said printed coupon (See column 3, lines 41-43, which discusses coupons are printed bearing a

machine readable code including a coupon identification number and a user number, Column 20, lines 5-6 discuss the coupons providing donations to a specified charity).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify Sheddan et al. to include identification of the selected Cause via the household ID number associated said printed coupon as taught by DeLapa et al. in order to make donations to specific Causes and Charities.

Also, De Lapa et al. further teaches focused coupon system having means for generating a revenue share shared with the selected Cause and the Website, after redemption of said printed coupon wherein that portion of the revenue share generated for the selected Cause is fundraising revenue (See Column 20, lines 5-6 discusses the coupons providing donations to a specified charity if a particular product is purchased).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify Sheddan et al. to include the step of; prior to the generating step, redeeming the printed coupon as taught by DeLapa et al. in order to an additional means for donating to the Cause or charity.

**As per claim 4**, Sheddan discloses the elements of the claimed invention, but fails to explicitly disclose the steps of: logging into a database the household ID number of the printed coupon.

De Lapa et al. teaches focused coupon system having means for logging into a database the household ID number of the printed coupon (See claim 16, which discusses establishing a computer-based master database having a multitude of user records, each assigned to a particular user and including at least one attribute of

the user; generating from said master database a set of discount coupons. Column 3, lines 41-43, which discusses coupons are printed bearing a machine readable code including a coupon identification number and a user number).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify Shedd et al. to include logging into a database the household ID number of the printed coupon as taught by DeLapa et al. in order to ensure backup records and to promote the adequate tracking of coupons.

**As per claim 5**, Shedd et al. discloses the steps of: tracking redemption activity of said printed coupon via household ID number with respect to the Supporter, the selected Cause and the Sponsor (See page 3, paragraph [0033], which discusses ordering data 818 and table related to who placed the order, user information such as name and system log on ID, name of school or merchant) wherein the step of generating the revenue share is in response to the redemption activity tracking (See Page 1, paragraph [0006], which discusses schools selling coupon books and keeping the profits for their fundraising efforts and merchants offering coupons that are redeemable for discounts of merchandise or services).

However, Shedd et al. fails to explicitly disclose tracking redemption activity of said printed coupon via household ID number.

DeLapa et al. teaches focused coupon system having means for tracking redemption activity of said printed coupon via household ID number (See column 4, lines 55-64, which discusses each coupon is encoded with a machine readable code which identifies the coupon I.D. and an I.D. number of

the household of the consumer, or coupon club member, for whom the coupons are selected. When the member redeems the coupon at 19, the machine readable code is read at a point-of-sale terminal and is applied to a Product Look-up table (PLU) in order to ascertain the coupon I.D. and, hence, the product and discount value associated with that coupon in order to give the consumer the discount).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify Sheddian et al. to include tracking redemption activity of said printed coupon via household ID number as taught by DeLapa et al. in order to prevent fraudulent usage of the coupons.

**As per claim 6**, Sheddian discloses the elements of the claimed invention, but fails to explicitly disclose the step of; prior to the generating step, redeeming the printed coupon.

De Lapa et al. teaches focused coupon system having means for the step of; prior to the generating step, redeeming the printed coupon (See Column 20, lines 5-6 discusses the coupons providing donations to a specified charity if a particular product is purchased).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify Sheddian et al. to include the step of; prior to the generating step, redeeming the printed coupon as taught by DeLapa et al. in order to an additional means for donating to the Cause or charity.

**As per claim 9**, Sheddan et al. discloses maintaining in a database information and reporting regarding all departments, incentives or remuneration, links, Supporter accounts and redemption information on the printed coupons (See page 3, paragraph [0034], which discusses database 802 containing information on the coupons, and [0033] FIG. 8 data collection and storage areas 812 user data, 814 coupon data, 816 merchandise data, 818 ordering data).

**As per claims 12**, Sheddan et al. discloses the step of:  
receiving from the Sponsor redemption revenue reimbursement for the Website (See page 5, paragraph [0137], which discusses the retailer (Website) redeeming the coupon and presenting it to the manufacturer (The Sponsor) to collect its charges for handling the transaction).

**As per claim 13**, Sheddan et al. discloses an electronic process which allows printable coupons to be provided online through a Website for fundraising by Causes (See page 1, paragraph [0007], which discusses schools selling coupon books to raise funds, page 3, paragraph [0035] discusses server 112 executing web server software, and page 4, paragraph [0041] discusses a printer for printing the coupons books 320 (FIG. 3)) by a non-profit organization, a charity organization, or a school, the process comprising the steps of:

(a) displaying online, to a Supporter, incentives for consumer goods of Sponsors identified for a selected Cause (See page 1, paragraph [0021], which discusses server



112 running web server software over the internet 122, page 3, paragraph [0038], which discusses the participant being able to view coupons specific to their region);

(c) tracking redemption activity of said printed coupon (See page 3, paragraph [0033], which discusses ordering data 818 and table related to who placed the order, user information such as name and system log on ID, name of school or merchant);

(d) in response to step (c.), generating a revenue share shared with the selected Cause and the Website, wherein that portion of the revenue share generated for the selected Cause is fundraising revenue (See Page 1, paragraph [0006], which discusses schools selling coupon books and keeping the profits for their fundraising efforts and merchants offering coupons that are redeemable for discounts of merchandise or services); and

(e) repeating steps (a) – (d) for a plurality of Supporters (See page 2, paragraph [0025], which discusses the steps for the participant (Supporter) to order coupons).

However, Shedd et al. fails to explicitly disclose (b) printing a coupon with an indigenous tracking code of a selected incentive, selected by said Supporter.

De Lapa et al. teaches focused coupon system having means for printing a coupon with an indigenous tracking code of a selected incentive (See column 3, lines 41-43, which discusses coupons are printed bearing a machine readable code including a coupon identification number and a user number).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify Shedd et al. to print a coupon with an

indigenous tracking code of a selected incentive as taught by De Lapa et al. in order to reduce or track fraudulent usage of coupons

**As per claim 14**, Sheddan et al. discloses (g) identifying in the database the Supporter, the selected Cause and the Sponsor on the printed coupon (See page 3, paragraphs [0033], which discusses FIG. 8 and database 802 and four data collection components 812, 814, 816, and 818. User (Supporter) data 812 contains user information such as name and system log on ID and password, name of school (The selected Cause) or merchant (Sponsor). The coupon data component 814 stores the coupon information).

However, Sheddan fails to explicitly disclose the step of:

(f) logging into a database the household ID number of the printed coupon.

De Lapa et al. teaches focused coupon system having means for logging into a database the household ID number of said indigenous tracking code of the printed coupon (See claim 16, which discusses establishing a computer-based master database having a multitude of user records, each assigned to a particular user and including at least one attribute of the user; generating from said master database a set of discount coupons. Column 3, lines 41-43, which discusses coupons are printed bearing a machine readable code including a coupon identification number and a user number).

Therefore, it would have been obvious to one having ordinary skill in the art at

the time the invention was made to modify Sheddin et al. to include logging into a database the household ID number of the printed coupon as taught by DeLapa et al. in order to ensure backup records and to promote the adequate tracking of coupons.

**As per claim 15**, Sheddin et al. discloses the step of; tracking via said household ID number with respect to the Supporter, the selected Cause, and the Sponsor. (See page 3, paragraph [0033], which discusses coupon data component 814 and its tables for storing coupon information, and ordering data component 818 and its tables related to who placed the order (Supporter), user information such as name and system log on ID, name of school (selected Cause) or merchant (Sponsor)).

**As per claim 16**, Sheddin et al. discloses the step of; prior to the tracking step, redeeming the printed coupon (See Page 1, paragraph [0006], which discusses schools selling coupon books and keeping the profits for their fundraising efforts).

**As per claim 18**, Sheddin et al. discloses maintaining in a database information and reporting regarding all departments, incentives or remuneration, links, Supporter accounts and redemption information on the printed coupons (See page 3, paragraph [0034], which discusses database 802 containing information on the coupons, and [0033] FIG. 8 data collection and storage areas 812 user data (merchant/Sponsor information), 814 coupon data (incentives), 816 merchandise data , 818 ordering data (coupons and merchandise ordered)).

**As per claim 21**, Sheddan et al. discloses the limitations of claim 13 and the step of (f) repeating steps (a) – (e) for said Causes (See page 1, paragraph [0007], which discusses the appeal of the invention to a plurality of schools).

However, Sheddan et al. fails to explicitly disclose (b) printing a coupon with an indigenous tracking code of a selected incentive, selected by said Supporter.

De Lapa et al. teaches focused coupon system having means for printing a coupon with an indigenous tracking code of a selected incentive (See column 3, lines 41-43, which discusses coupons are printed bearing a machine readable code including a coupon identification number and a user number).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify Sheddan et al. to print a coupon with an indigenous tracking code of a selected incentive as taught by De Lapa et al. in order to reduce or track fraudulent usage of coupons.

**As per claim 22**, Sheddan et al. discloses the step of; receiving from the Sponsor redemption revenue reimbursement for the Website (See page 5, paragraph [0137], which discusses the retailer (Website) redeeming the coupon and presenting it to the manufacturer (The Sponsor) to collect its charges for handling the transaction).

4. Claims 7, 8, and 17 are rejected under 35 U.S.C. 103(a) as being unpatentable over Sheddin et al. (2002/0194088), and DeLapa et al. (5,822,735), and Narayan et al. (2002/0138348), and further in view of Humble (US 4,949,256).

**As per claim 7**, The Sheddin et al. and DeLapa et al. combination discloses the elements of the claimed invention, but fails to explicitly disclose the redeeming step includes: processing the coupon by a redemption facility wherein said redemption facility process includes:

receiving from a retailer the redeemed coupon;  
identifying the Sponsor associated the redeemed coupon; and  
generating duplicate redemption files, wherein a first redemption file is for the Sponsor and a second redemption file is for the Website.

Narayan et al. teaches an electronic coupon system having means for:  
processing the coupon by a redemption facility (See page 5, paragraph [0137], which discusses the redemption facility being a retail merchant) wherein said redemption facility process includes:

receiving from a retailer the redeemed coupon (See page 5, paragraph [0137], which discusses the retailer redeeming the coupon and presenting it to the manufacturer to collect its charges for handling the transaction);  
identifying the Sponsor associated the redeemed coupon (See page 5, paragraph [0137], which discusses the first issuer of the coupon as the ultimate redeemer of the coupon).

Therefore, it would have been obvious to one having ordinary skill in the art at

the time the invention was made to modify the Sheddan et al. and De Lapa et al. combination to include coupon redemption as taught by Narayan et al. in order to compensate the Website and other retailers.

The Sheddan et al., DeLapa et al. and Narayan et al. combination as modified above discloses the elements of the claimed invention, but fails to explicitly disclose: generating duplicate redemption files, wherein a first redemption file is for the Sponsor and a second redemption file is for the Website.

Humble teaches a coupon validation network with storage of customer coupon data for credit on future purchases having duplication redemption files, wherein a first redemption file is for the Sponsor and a second redemption file is for the Website (See the Abstract, which discusses a first file for all redeemable encoded coupons issued by all manufacturers (Sponsor) participating in the network, and a second file for all coupons redeemed by each retailer (Website) participating in the network).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the Sheddan et al., and DeLapa et al. and Narayan et al. combination to include duplicate redemption files as taught by Humble in order to provide accurate records for compensating the Website and for keeping the Sponsors informed of product sales via coupon usage.

**As per claim 8**, Sheddan et al. discloses the step of;  
sending redemption reimbursement from the Sponsor for the redemption facility  
(See page 5, paragraph [0137], which discusses the retailer (redemption facility))

redeeming the coupon and presenting it to the manufacturer (The Sponsor) to collect its charges for handling the transaction).

**As per claim 17**, The Sheddan et al. and De Lapa et al combination discloses the elements of the claimed invention, but fails to explicitly disclose the redeeming step includes: processing the coupon by a redemption facility wherein said redemption facility process includes:

- (i) receiving from a retailer the redeemed coupon;
- (ii) identifying the Sponsor associated the redeemed coupon; and
- (iii) generating duplicate redemption files, wherein a first redemption file is for the Sponsor and a second redemption file is for the Website.

Narayan et al. teaches an electronic coupon system having means for: processing the coupon by a redemption facility (See page 5, paragraph [0137], which discusses the redemption facility being a retail merchant) wherein said redemption facility process includes:

- (i) receiving from a retailer the redeemed coupon (See page 5, paragraph [0137], which discusses the retailer redeeming the coupon and presenting it to the manufacturer to collect its charges for handling the transaction);
- (ii) identifying the Sponsor associated the redeemed coupon (See page 5, paragraph [0137], which discusses the first issuer of the coupon as the ultimate redeemer of the coupon).

Therefore, it would have been obvious to one having ordinary skill in the art at

the time the invention was made to modify the Sheddan et al. and De Lapa et al. combination to include coupon redemption as taught by Narayan et al. in order to compensate the Website and other retailers.

The Sheddan et al., De Lapa et al. and Narayan et al. combination as modified above discloses the elements of the claimed invention, but fails to explicitly disclose:

(iii) generating duplicate redemption files, wherein a first redemption file is for the Sponsor and a second redemption file is for the Website.

Humble teaches a coupon validation network with storage of customer coupon data for credit on future purchases having duplication redemption files, wherein a first redemption file is for the Sponsor and a second redemption file is for the Website (See the Abstract, which discusses a first file for all redeemable encoded coupons issued by all manufacturers (Sponsor) participating in the network, and a second file for all coupons redeemed by each retailer (Website) participating in the network).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the Sheddan et al., De Lapa et al. and Narayan et al. combination to include duplicate redemption files as taught by Humble in order to provide accurate records for compensating the Website and for keeping the Sponsors informed of product sales via coupon usage.



5. Claims 10 and 19 is rejected under 35 U.S.C. 103(a) as being unpatentable over Sheddin et al. (2002/0194088), and De Lapa et al. (5,822,735), and further in view of Hung (US 7,257,545).

**As per claim 10**, The Sheddin et al. and De Lapa et al. combination discloses the elements of the claimed invention, but fails to explicitly disclose the household ID number is part of a UCC/EAN extended 128 barcode.

Hung teaches Configurable electronic redeemable coupon having household ID number is part of a UCC/EAN extended 128 barcode (See column 3, lines 50-51, which discusses the signal containing information for generating a UCC/EAN-128 barcode).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the Sheddin et al. and De Lapa et al. combination to include UCC/EAN-128 barcode as taught by Hung in order to promote high density barcode usage.

**As per claim 19**, The Sheddin et al. and De Lapa et al. combination discloses the elements of the claimed invention, but fails to explicitly disclose the indigenous tracking code is a UCC/EAN extended 128 barcode.

Hung teaches Configurable electronic redeemable coupon having the indigenous tracking code is part of a UCC/EAN extended 128 barcode (See column 3, lines 50-51, which discusses the signal containing information for generating a UCC/EAN-128 barcode).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify Sheddan et al. to include UCC/EAN-128 barcode as taught by Hung in order to promote high density barcode usage.

6. Claims 11 and 20 are rejected under 35 U.S.C. 103(a) as being unpatentable over Sheddan et al. (2002/0194088), and De Lapa et al. (5,822,735), and Hung (US 7,257,545), and further in view of Narayan et al. (2002/0138348).

**As per claim 11**, The Sheddan et al. and De Lapa et al. combination discloses the origin of the coupon by zip (See page 3, paragraph [0037], which discusses the regional information entered by the participant is a postal ZIP code, and the software first processes the ZIP code to determine a geographical region and then processes the geographical region information to determine which coupons are available),

However the Sheddan et al. and De Lapa et al. combination as applied to claim 9 above fails to explicitly disclose:  
printing on said coupon said UCC/EAN extended 128 barcode;  
information related to a Sponsor's brand name; an item name; a value of the coupon;  
disclaimers and modifiers for the coupon; and product images

Hung teaches Configurable electronic redeemable coupon having household ID number is part of a UCC/EAN extended 128 barcode (See column 3, lines 50-51, which discusses the signal containing information for generating a UCC/EAN-128 barcode).

Therefore, it would have been obvious to one having ordinary skill in the art at

the time the invention was made to modify the Sheddan et al. and De Lapa et al. combination to include UCC/EAN-128 barcode as taught by Hung in order to promote high density barcode usage.

Narayan et al. teaches an electronic coupon system having information related to a Sponsor's brand name; an item name; a value of the coupon; disclaimers and modifiers for the coupon; and product images (See page 4, paragraph [0099], which discusses issuer name (Sponsor), value, associated product set, merchant terms and conditions, consumer terms and conditions, cash value, etc. An example of a physical coupon is shown in FIG. 4 with a product image).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the Sheddan et al., and De Lapa et al. combination to include details of the coupon as taught by Narayan et al. in order to provide a comprehensive set of information to the consumer on the coupon.

**As per claim 20**, The Sheddan et al. and De Lapa et al. combination discloses the origin of the coupon by zip (See page 3, paragraph [0037], which discusses the regional information entered by the participant is a postal ZIP code, and the software first processes the ZIP code to determine a geographical region and then processes the geographical region information to determine which coupons are available),

However the Sheddan et al. and De Lapa et al. combination as applied to claim 19 above fails to explicitly disclose:

printing on said coupon said UCC/EAN extended 128 barcode information related to a Sponsor's brand name; an item name; a value of the coupon; disclaimers and modifiers for the coupon; and product images.

Hung teaches Configurable electronic redeemable coupon having household ID number is part of a UCC/EAN extended 128 barcode (See column 3, lines 50-51, which discusses the signal containing information for generating a UCC/EAN-128 barcode).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the Sheddan et al. and De Lapa et al. combination to include UCC/EAN-128 barcode as taught by Hung in order to promote high density barcode usage.

Narayan et al. teaches an electronic coupon system having information related to a Sponsor's brand name; an item name; a value of the coupon; disclaimers and modifiers for the coupon; and product images (See page 4, paragraph [0099], which discusses issuer name (Sponsor), value, associated product set, merchant terms and conditions, consumer terms and conditions, cash value, etc. An example of a physical coupon is shown in FIG. 4 with a product image).

Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the Sheddan et al., and De Lapa et al. combination to include details of the coupon as taught by Narayan et al. in order to provide a comprehensive set of information to the consumer on the coupon.

**Conclusion**

7. The prior art made of record and not relied upon is considered pertinent to the applicant's disclosure.

Ariff, Fauziah B. et al. (US 20020188509) discloses a system and method for networked loyalty program.

Lawrence, Jay et al. (US 20020116215) discloses a method and system for administering an on-line fund-raising event.

Aubertin, E et al. (US 20020069108) discloses a Computer network based fundraising campaign creation for charity organization, involves providing homepage for fundraising organization and transactional user interface through which potential supporters support organization.

Von Kohorn; Henry (US 5368129) discloses a Retail facility with couponing.

Laor; Raviv (US 6041309) discloses a Method of and system for distributing and redeeming electronic coupons.

Costin, William Gilmore IV et al. (US 20020049816) discloses a system and method for raising funds and establishing user affinity over a distributed network.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Rodney M. Henry whose telephone number is 571-270-5102. The examiner can normally be reached on Monday through Thursday from 7:30am to 6:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Lynda Jasmin can be reached on 571-270-3033. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Rmh

/Lynda Jasmin/

Supervisory Patent Examiner, Art Unit 4127